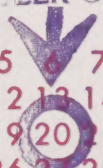


fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 17, 1953</u>			
Now On Display- June 30	EXHIBIT OF FABRICS FOR FALL & WINTER Fabric exhibit for retailers and manufacturers showing advance color and texture trends for Fall and Winter, 1953-54, evaluated and documented to suggest promotional ideas, open through June 30. "Glamour's" permanent fabric reference library, for retailers and manufacturers, consisting of open lines from the most important fabric mills in the country, is now displaying the Fall and Winter lines. Contact: LE. 2-7500, Ext. 478.	GLAMOUR MAGAZINE	420 LEXINGTON AVE. 19TH FLOOR
Friday April 17 12:30 P.M. Luncheon	"PARIS IN NEW YORK" FASHION SHOW Showing of fashions from B. Altman, Bloomingdale's, Bonwit Teller, Henri Bendel, Gunther Jaeckel, Lord & Taylor, Milgrim's, Revillon Freres, Russeks, Stein & Blaine, B. Weinstein and Mr. John. This fashion show is in conjunction with " <u>Paris in New York Week</u> ", April 13-April 18, giving tribute to French influences in the fields of fashion and decoration. Reservations: \$6.00 (including gratuities). Contact: TE. 8-8000. Pierre Director-Commentator: Nola Luxford, TE. 8-8000.	LEADING STORES AND DESIGNERS	HOTEL PIERRE COTILLION ROOM
April 19- April 22	ANNUAL LUGGAGE AND LEATHER GOODS CONVENTION AT HOTEL SHOREHAM, WASH., D.C. Publ.: Betty Fryman, Luggage and Leather Goods Ass'n, 220 5th, LE.2-3960.		
<u>WEEK BEGINNING MONDAY, APRIL 20, 1953</u>			
Monday April 20 11:30 A.M.- 3:30 P.M.	SUMMER FASHIONS BY TONI OWEN Altman's will present Summer fashions by Toni Owen, from 11:30 A.M. to 3:30 P.M. Open to public. Publicity: Mr. Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR YOUNG COLONY SHOP
Monday April 20 1:00 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON Fashion "Travelogue", presenting clothes by leading designers. Each person with \$25.00 worth of contributions will be entitled to a guest ticket. Entire proceeds for benefit of National Jewish Hospital at Denver, the nation's free non-sectarian center for needy tubercular patients. Fashion Coordinator: Mildred Kaldor. Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	HOTEL PLAZA TERRACE ROOM
Monday April 20 4:30 P.M. Cocktails	PAINTINGS BY LILY HARMON Associated American Artists Galleries will present paintings by Lily Harmon, showing scenes with children at her home. Open to public through May 9. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 20 5:00 P.M.- 7:00 P.M. Cocktails	EXHIBIT: FRENCH RELIGIOUS ARTICLES The Commercial Counselor to the French Embassy will present an exhibition of Religious Articles from France. By invitation only. <u>Trade showings April 21 to April 24.</u> Contact: Roland d'Albis, CO. 5-5677.	FRENCH EXPOSITIONS IN THE U.S., INC.	610 FIFTH AVENUE ROOM 414
Monday April 20 8:00 P.M. Dinner- Dance	SECOND ANNUAL "APRIL IN PARIS" BALL Second annual "April in Paris" Ball, a gala dinner dance for benefit of French Hospital, Atlantique and French Students Fund. Ten leading French couturiers -- Dior, Balenciaga, Fath, Balmain, Givenchy, Desses, Schiaparelli, Madame Gres, Patou and Jeanne Lanvin (Castillo), and four milliners -- Paulette, Orcel, Legroux and Caroline Reboux, are each making a special collection of two or three dresses and hats which will be shown. Subscriptions: \$50.00 per person. Contact: "April in Paris" Ball, Waldorf-Astoria, EL. 5-3000.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday April 20 <i>John Marino</i>	OPENING OF FALL FOOTWEAR COLLECTIONS Members include: Newton Elkin, Jerro Bros., <i>Julianelli</i> , La Valle, Inc., John Marino, Palter de Liso, M. Wolf, Zuckerman & Fox -- in individual members' showrooms; also, a composite presentation at Guild showrooms at Shelburne Hotel. By appointment. Contact: Doris Beechman, MU. 9-5200.	THE GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS
Monday April 20	SEVENTH NATIONAL PRINT ANNUAL Press preview of Seventh Annual Nat'l Print Exhibit. Open to public, beginning Wed., April 22. Publ.: Gertrude McAllister, NE. 8-5000.	BROOKLYN MUSEUM (EASTERN PARKWAY)	MAIN EXHIBITION GALLERIES
Monday April 20- May 2	COWBOY AND INDIAN FASHION EXHIBIT "Our Fabulous West"--and colors of America's Southwest, in a retrospective exhibition of Western paintings by William R. Leigh. Open to public. Contact: Helen Shelley, CO. 5-2077.	GRAND CENTRAL ART GALLERIES	15 VANDERBILT AVE. GRAND CENTRAL TERM'L
Tuesday April 21 9:30 A.M. Breakfast	PRESS SHOWING: FASHIONS FOR FULLER FIGURES Spring and Summer fashions for the fuller figure. By invitation only. Fashion Director: Paula Miller, LE. 2-0200.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Tuesday April 21 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "Color in Pantomime"--"Fashion Fabric Trends for Fall, 1953". Fabrics and color report by Susan Eastman, fabrics editor "Glamour" Magazine and chairman of Fabrics Division. Fall fabrics display by William and Jean Eckart open from 10:00 A.M. to 4:00 P.M. Price: \$4.75 for members; \$5.00 for guests (2 per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday April 21 12:30 P.M. Luncheon	ADVERTISING WOMEN'S LUNCHEON MEETING "A New Look At A Billion Dollar Market"--facts about the "adult under 20" and what makes her buy and try cosmetics, fabrics, food and household accessories. Speaker: Alice Thompson, publisher and editor of "Seventeen". Price: \$5.00. Contact: Mabel Blake, 1233 Sixth Avenue, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 21 2:30 P.M.	FASHIONS BY SUZY PERETTE Russeks will present Suzy Perette's fashions at a showing for customers. Press invited. Open to public. Publ. Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday April 21 7:00 P.M.- 9:00 P.M.	FIFTH SESSION: PUBLICITY COURSE Subject: "Writing and Placing Publicity." Preparing and writing feature material. Panel: Keith Wheeler, Life Magazine. Author: "The Pacific Was My Beat" and "The Reef." Contact: Rita Otway, PL. 5-4000.	THE PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON
Wednesday April 22 9:45 A.M.	35TH ANNUAL KNIT WEAR CONVENTION Merchandising and business outlook in the knit goods and swimsuit field will be among the topics discussed at the 35th annual convention of the National Knitted Outerwear Association. Speakers: Max Robb, vice-president and general manager of Lit Bros.; William Burston, manager of the merchandise division of the National Retail Dry Goods Association; Kenneth Kramer, executive editor of "Business Week". Contact: Charles Reichman, 386 Fourth Avenue, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Wednesday April 22 10:00 A.M. Breakfast	PRESS PREVIEW OF SUMMER FASHIONS Namm Loeser's will present Summer fashions to the press at a special Anniversary showing. Old time hat collection will also be introduced. By invitation. Public showing Thursday, April 23, on 2nd floor. Commentator: Nancy Craig. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM LOESER'S (BROOKLYN)	EXEC. 8TH FLOOR
Wednesday April 22 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Spring and Summer fashions by Lilly Dache, Jane Derby, Dorothy Dickerson, Vera Maxwell will be presented at a benefit luncheon. Commentator: Maud Moody. Press by invitation. Public by reservation; TE. 8-8000. Contact: Mrs. Pyle, Spence-Chapin Corner Shop, 974 Lexington Ave., RE. 7-8448. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BENEFIT OF SPENCE- CHAPIN ADOPTION SERVICE	HOTEL PIERRE COTILLION ROOM
Wednesday April 22 12:30 P.M. Luncheon	GOTHE FASHIONS AT LUNCHEON SHOW Bonwit Teller will present fashions by Gothe during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gothe publicity: Nona James, CH. 4-7658. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 23 9:30 A.M. Breakfast	SUMMER FASHIONS BY CAROLYN SCHNURER Peck & Peck's showing to the press of a travel wardrobe of Summer fashions, designed by Carolyn Schnurer, in Ameritex cottons by Everglaze. By invitation. Publicity: D. J. Todd, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE 6TH FLOOR
Thursday April 23 12:15 P.M. Luncheon	PRESS PREVIEW: KNITTED DRESSES & SWEATERS Rosanna Knitted Sportswear will invite the fashion press only for a special preview of their Fall collection of knitted dresses, suits, ensembles and sweaters. Luncheon at 12:15 P.M. <u>Showing promptly at 1:15 P.M.</u> By invitation only. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ROSANNA KNITTED SPORTSWEAR	1410 BROADWAY SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 24 12:30 P.M. Luncheon	SPRING CARPET LUNCHEON FORUM The Carpet Institute will conduct a Forum at its Spring meeting. Speakers: Dr. Ormond Drake, N.Y.U.; Eliot Janeway, News Commentator; James G. Law, chairman, Board of Trustees of Carpet Institute, Inc. For members and press. By invitation. Publicity: Melva Chesrown of Eldean-Bugli-Chesrown, Inc., 670 Fifth Avenue, EL. 5-7651.	CARPET INSTITUTE, INC.	WALDORF-ASTORIA ASTOR GALLERY
Friday April 24 8:30 P.M.	FASHION SHOW BY VARDEN & SWANSDOWN Showing of Spring coats and suits by House of Swansdown and dresses by Varden. By invitation. Contact: Nathan Brown, Fashion Institute of Technology, OR. 5-8130.	CENTRAL HIGH SCHOOL OF NEEDLE TRADES	HOTEL STATLER SKYTOP ROOM
April 24	BRITISH INDUSTRIES FAIR IN LONDON (April 24 - May 8).		
Saturday April 25 12:30 P.M. Luncheon	"CARIBBEAN CRUISE" BENEFIT FASHION SHOW "Caribbean Cruise"---fashions by leading American designers for benefit of Philanthropic League of the Hebrew Children's Home. Coordinator and Commentator: Mia Grau, 17 E. 48th St., PL. 5-1127. Price: \$8.50. Contact: Mrs. Beatrice Zuckerman, TA. 2-6375.	PHILANTHROPIC LEAGUE OF HEBREW CHILDREN'S HOME	WALDORF-ASTORIA GRAND BALLROOM
April 26	DAYLIGHT SAVING TIME BEGINS (Move Clocks Ahead One Hour).		
April 26- May 2	NATIONAL BABY WEEK. Contact: Earnshaw Publication, 161 W. 31st St., WI. 7-9804.		
Monday April 27 12:30 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON Presentation of late Spring and early Summer fashions, designed in America by Jacques Fath for Joseph Halpert. Benefit for Council of Jewish Women. Publicity: Edith Jordan at Joseph Halpert, WI. 7-7400. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	JACQUES FATH FOR JOSEPH HALPERT	HOTEL PIERRE COTILLION ROOM
Monday April 27 4:00 P.M.	FALL SHOE FASHION SHOW Annual fashion show by Mademoiselle Shoes, presenting the Fall shoe collection, coordinated with fabrics and colors in forthcoming ready-to-wear. Show at 4:15 P.M. Cocktails at 5:00 P.M. By invitation. Contact: Grace Kent, Fashion Director, Carlisle Shoe Co., 350 Fifth Ave., LO. 4-3350.	MADemoisELLE SHOES (EMPIRE STATE BLDG.)	350 FIFTH AVENUE SHOWROOM - 74TH FL.
Tuesday April 28 9:30 A.M. Breakfast	FALL PREVIEW FOR RESIDENT BUYERS White Stag will present their Fall sportswear collection to resident buyers. By invitation. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO.	1407 CLUB 1407 BROADWAY
Cancelled April 28	BONNIE CASHIN KNITWEAR FASHIONS BY JOSEPH GUTTMAN, ORIGINALLY SCHEDULED FOR TUESDAY, APRIL 28 AT 11:00 A.M., HAS BEEN CANCELLED.		
Tuesday April 28 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON William Bass and Filcol present their Summer fashions at benefit luncheon. Furs: Kelly & Strazzieri; Hats: Rose Sapphire. Coordinator: Lucille Meierfeld. Pierre Prod.-Comm.: Nola Luxford, TE. 8-8000.	WILLIAM BASS & FILCOL, INC.	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 28 2:00 P.M.- 5:00 P.M.	SCULPTURE OF THE TWENTIETH CENTURY Preview of over 90 sculptures by outstanding American and European artists. Exhibited also at the Philadelphia Museum of Art and the Art Institute of Chicago. Open to public, April 29 - Sept. 7. Also, opening of Abby Aldrich Rockefeller Sculpture Garden, which has been completely redesigned to provide a setting for sculpture. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET 1ST FL. & NEW GARDEN
Tuesday April 28 2:30 P.M.	SHOWING OF FASHIONS BY JERRY GILDEN Russeks will present fashions by Jerry Gilden at a showing for customers. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday April 28 8:30 P.M. Dinner- Dance	"CIRO BALL" BENEFIT DINNER Ceil Chapman and Ciro perfumes will sponsor a dinner and tableaux for the benefit of the New York Infirmary. Diamonds: Harry Winston. Furs: Phil Gottlieb. Subscription by invitation only: \$21.00. Contact: MU. 6-6333.	NEW YORK INFIRMARY	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 29 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW "Passport to Summer" showing of Claire McCardell's Summer fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: TE. 8-8000. Claire McCardell contact at 550 7th Ave., LO.4-2155. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	HOTEL PIERRE COTILLION ROOM
Wednesday April 29 2:30 P.M.	PREVIEW: FALL & WINTER RAINWEAR Lawrence of London will present a press showing of Fall and Winter fashions in rainwear, featuring "The Coat You Love to Live In." By invitation. Contact: CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM
Thursday April 30 12:30 P.M.	SHOWING OF SUMMER FASHIONS A special half-hour showing for the business girl of Summer clothes in cottons, prints, and light-weight fabrics. Also, the prize wardrobe selected by Lord & Taylor for the Paris-London trip of one of "Glamour" Magazine's winners in the "Ten Girls With Taste" Survey. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	2ND FLOOR
Thursday April 30 8:00 P.M. Cocktails- Dinner	"MOONLIGHT MIST BALL" BENEFIT DINNER Dinner and tableaux sponsored by Prince and Princess Gourielli (Helena Rubinstein) for benefit of N.Y.C. Cancer Committee, with fashion tableaux from Bergdorf Goodman. Price: \$50.00 per person. Contact: PL. 9-3500.	N.Y.C. CANCER COMMITTEE (7 EAST 52ND STREET)	HOTEL PLAZA TERRACE & GR. BALLROOM
Monday May 4 10:30 A.M.	SHOWING OF FALL AND WINTER SHOES Sponsored jointly by New England Shoe and Leather Ass'n and National Ass'n of Shoe Chain Stores, the Popular Price Shoe Show of America will present "Pederama"--a revolutionary technique featuring shoe "Fashions For The Millions," a comprehensive merchandised picture of the Fall shoe story. By invitation. Showing for the trade at 4:00 P.M. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER NORTH BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 4 12:00 Noon Luncheon	SIXTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards--\$1,000 each--will be presented at the Sixteenth Annual Luncheon. These awards, founded in 1937, to encourage and recognize creative, constructive achievement, have been presented annually to American men and women who have given the world greater knowledge, beauty and hope. Luncheon: \$5.00. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Monday May 4 4:30 P.M. Cocktails	ART EXHIBIT BY BAR ASS'N MEMBERS Eighth Annual Art Exhibit of paintings and photography by members of the Bar Association. By invitation only. Open to public, May 6 - May 15. Contact: John W. Thompson, MU. 2-7171.	ASS'N OF THE BAR OF CITY OF N. Y.	42 WEST 44TH STREET
Tuesday May 5 9:30 A.M. Breakfast	PRESS PREVIEW: "COOL HEADS FOR HOT DAYS" "Cool Heads For Hot Days"--demonstration of Ingerid's unique hair cutting and styling, designed to take the average American woman through her busy day. By invitation only. Publicity: Lind-Gilbert Associates, 22 East 60th Street, PL. 3-4786.	INGERID'S STUDIO OF HAIR DESIGN	HOTEL ASTOR NORTH GARDEN
Wednesday May 6 12:00 Noon Luncheon	MILLINERY FASHIONS AT RACE TRACK OPENING The Millinery Fashion Bureau will present hats by leading milliners at the opening day of Belmont Race Track's Spring Season. By invitation only. Millinery Publicity: Mary Kelley, 1450 Broadway, LO. 4-7800. Belmont Publicity: Jeanne Fair, News Contacts, 131 E. 66th St., RE. 4-1450.	MILLINERY FASHION BUR. & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L.I.
Sunday May 10	MOTHER'S DAY. Theme: "Remember Mom! Queen of Your Heart". Contact: Irving K. Edwards, National Committee for Observance of Mother's Day. 393 Seventh Avenue, OX. 5-2000.		
Sunday May 10- May 22	COSTUME JEWELRY INDUSTRY TRADE SHOW About 50 costume jewelry firms will exhibit. For Press and Trade only. Contact: Nan Morrison, Harold Seisel Co., 424 Madison Ave., PL. 3-3790.	COSTUME JEWELRY MFRS. ASS'N OF N.Y.	HOTEL MARTINIQUE B'WAY & 31ST STREET
Monday May 11 12:15 P.M. Luncheon	COSMETICS' DIVISION LUNCHEON MEETING The Fashion Group will hold its Cosmetics' Division luncheon meeting. Chairman: Kay Torrey. (More details later). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Monday May 11 1:00 P.M. Luncheon	DOG ACCESSORIES & LUGGAGE FASHIONS Mark Cross will present accessories for dogs, at the opening of their new Kennel Shop, along with a luggage collection for all kinds of traveling. Also, showing of bags, belts, scarves, etc. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. (Note Change of Date). Fashion Show Director, Publicity, and Commentator: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	MARK CROSS (5TH AVE. & 55TH ST.)	HOTEL PLAZA TERRACE ROOM
Monday May 11- May 16	ANNUAL NATIONAL COTTON WEEK Theme: "It's Cotton Time"--23rd Annual National Cotton Week. Contact: Roger Smith or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 12 10:30 A.M.	ISRAELI FASHION PRESENTATION The Zionist Organization of America will present fashions from Israel to press and buyers. By invitation only. Contact: Edythe Prens, MU. 2-3205.	ZIONIST ORGANIZATION OF AMERICA (41 E. 42ND)	HOTEL McALPIN GRAND BALLROOM
Tuesday May 12 2:30 P.M.	FASHIONS BY KEN BARR Russeks will present fashions by Ken Barr of Casino Sportswear. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday May 13 9:00 A.M. Breakfast	PREVIEW OF FALL & WINTER LINGERIE Press preview of lingerie for Fall and Winter, 1953, in junior and women's sizes. By invitation. Publicity: Lois Gifford, B.B.D. & O., 383 Madison Avenue, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Wednesday May 13 12:15 P.M. Luncheon	ANNUAL ART AWARDS LUNCHEON Annual presentation of awards for advertising and editorial art. The 32nd annual exhibition by the Art Directors Club at Grand Central Art Galleries, 15 Vanderbilt Avenue, May 14-May23. By invitation. Contact: Winifred Karn, Art Directors Club, 115 East 40th Street, MU. 5-8400.	ART DIRECTORS CLUB OF NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 13 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Benefit fashion show presented by the Pride of Judea. Dresses: Fred Greenberg. Coats & Suits: Donnybrook. Furs: K. Hartenstein. Lingerie: Mme. Adrienne. Bridal Creations. Coordinator: Lucille Meierfeld. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PRIDE OF JUDEA CHILDREN'S HOME	HOTEL PIERRE BALLROOM
May 16- May 23	NATIONAL FOOT HEALTH WEEK. Contact: Nat'l Foot Health Council, 321 Union St., Rockland, Mass.		
May 16- May 23	NATIONAL LUGGAGE WEEK. Contact: Betty Fryman, Luggage & Leather Goods Mfrs., 220 5th, LE. 2-3960.		
May 17- May 22	NEW YORK STATIONERY SHOW AT HOTEL NEW YORKER. Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.		
Tuesday May 19 9:00 A.M. Breakfast	PREVIEW: BACK-TO-SCHOOL AND FALL COLLECTION "Dorm to Dusk" -- showing to press and buyers of Pembroke Squire's back-to-school and Fall collection of separates and coordinates. By invitation. Contact: Bernard Masket, BR. 9-7160.	MASKET BROS. SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM
Tuesday May 19 12:00 Noon Luncheon	PREVIEW: FALL SUITS & COATS The House of Swansdown presents "Stop, Look & Look", a collection of Fall coats and suits. Luncheon at 12:00 Noon in Barbizon Room. <u>Fashion Show in Barbizon Theatre, promptly at 1:00 P.M.</u> (Note Change of Time). By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th Street, EL. 5-7108.	THE HOUSE OF SWANSDOWN (500 SEVENTH AVENUE)	BARBIZON-PLAZA HOTEL 101 WEST 58TH STREET
May 20- May 30	NATIONAL BUDDY POPPY WEEK. Contact: Veterans of Foreign Wars of the U.S., Broadway at 34th St., Kansas City, Mo.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 20 12:00 Noon Cocktails- Luncheon	"SUN GLAMORAMA" FASHION SHOW Annual press conference and fashion show, sponsored by L.J. Houze Convex Glass Co. (Point Marion, Pa.) for the sunglass industry. More than twelve leading national sunglass manufacturers will present their 1953 styles for Summer. <u>Introduction to National Sunglass Week, May 25 to 30.</u> By invitation. Publ.: Gar Schmitt, S.S. Tyndall Assoc., 50 E. 42 St., MU. 2-3558.	L.J. HOUZE CONVEX GLASS COMPANY	HOTEL PLAZA TERRACE ROOM
Thursday May 21- May 22 9:00 A.M. Breakfast	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS Nelly de Grab presents her new "Snowdrift" collection of separates and spectator casu-als for College and Career. By invitation. Contact: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FL.
Thursday May 21 1:00 P.M. Luncheon	BRIGANCE OF SPORTSMAKER SUMMER FASHION SHOW Brigance's Summer playclothes, separates and dresses, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Brigance Contact: Julie Isles, LO. 3-1534. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORTSMAKER, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Monday May 25	OPENING OF FALL LINES IN ST. LOUIS A dinner and fashion show will highlight the opening of the Fall lines of the St. Louis Fashion Creators. Contact: Joan Gardner, St. Louis Fashion Creators, 915 Olive St., St. Louis, Mo.	ST. LOUIS FASHION CREATORS	HOTEL JEFFERSON ST. LOUIS, MO.
Tuesday May 26 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Presentation of Grabo- is' Fall collection, designed by Zelma Golden. By invitation only. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

* LAST MINUTE ANNOUNCEMENT--OUT OF DATE ORDER *

*Wednesday *April 22 *6:00 P.M.- *8:00 P.M. * * * * * * *	COTTON FASHION AWARD IN WASHINGTON, D.C. First annual Cotton Fashion Award will be presented in Washington, D.C. by Ezra Taft Benson, Secretary of Agriculture. Sponsored by Bates Fabrics, Dan River Mills, Galey & Lord, Skillmill, Inc. (Hope Skillman), M. & W. Thomas Co., and Guild of Independent Cotton Converters, in col- laboration with National Cotton Council. For members of U.S. Cabinet and Congress and their wives, with fashion show of Summer cottons by American designers. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	LEADERS IN COTTON TEXTILE FIELD	HOTEL SHOREHAM WASHINGTON, D.C.	* * * * * * * * *
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May 27- June 15	LONDON FASHION FORTNIGHT (May 27-June 10). Contact: Dorothy Fox, Hamilton House, 138 Picadilly, London, W.1.		
Thursday May 28 3:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Donald Dress will preview their Fall line at a cocktail party. By invitation only. <u>Trade showings, beginning Monday, May 1.</u> Contact: LO.5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 29- June 6	ADVANCE FALL MARKET IN CHICAGO Chicago Fashion Industries show in their own individual showrooms presenting a cocktail and dinner party featuring a fashion show on June 2 in the Terrace Casino at the Morrison Hotel. Lines from other markets at the Morrison Hotel, Hotel Chicagoan, and the Congress Hotel, beginning May 29 through June 6. Contact: Eleanor R. Bond, 222 W. Adams St., Suite 1245, Chicago 6, Illinois.	CHICAGO FASHION INDUSTRIES	CONGRESS, MORRISON, CHICAGOAN HOTELS
May 30	MEMORIAL DAY ^(Sunday) (Saturday) -- Legal Holiday.		
Monday June 1 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection designed by Brigance for Frank Gallant. By invitation only. <u>Showing for resident buyers on Tuesday, June 2, at 2:30 P.M.</u> Beginning Wed., June 3, at 11:00 A.M., trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH ST. SHOWROOM - 5TH FL.
Tuesday June 2 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC Parents' annual Fall Fashion Clinic for retail buyers, resident buying offices, and advertising agencies, presenting Fall and Winter fashions for toddlers, children, girls and boys with a comprehensive review of back-to-school market. Director: Mrs. Beryl Tucker. Contact: Monroe B. Michels, Promotion Manager, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 2 9:30 A.M. And 2:30 P.M.	SEVENTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Nancy Sprott, Special Projects Dept., PL. 9-2080.	MADemoISELLE	HOTEL ROOSEVELT BALLROOM
Beginning Tuesday June 2- June 9	OPENING OF FALL SPORTSWEAR LINES Members of Sportswear Guild will open Fall lines, beginning Tuesday, June 2 through Tuesday, June 9. Members include: ADLER & ADLER, INC. DAVIDOW	THE SPORTSWEAR GUILD DAVID M. GOODSTEIN, INC. KANE WEILL ZOLTAN ROSENBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
Contact Individual Manufacturers.			
Beginning Tuesday June 2- June 9	OPENING OF FOGA FALL COLLECTIONS LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS	FASHION ORIGINATORS GUILD OF AMERICA FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. J L F ORIGINAL, INC. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP.	INDIVIDUAL SHOWROOMS BEN REIG, INC. RUDOLF GOWINS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
Contact: Leonard Gendler, executive secretary, CH. 4-6945.			

MOVIES...MUSIC...THEATRE...TELEVISION

Monday
April 20-
May 9 OPENING: EMLYN WILLIAMS BIJOU THEATRE, 209 W. 45TH STREET
Emlyn Williams will appear as Charles Dickens in his adaptation of Dickens' novel "Bleak House" and other scenes from Dickens, at certain specific performances. Publicity: Martin Feinstein at Hurok Attractions, 711 Fifth Ave., PL. 9-6000.

Beginning
Wednesday
April 22 SIXTH WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 WEST 55TH STREET
April 22: Rossini's LA CENERENTOLA. April 23: Strauss' DER ROSENKAVALIER. April 24: Puccini's LA BOHEME. April 25, Mat.: Prokofieff's THE LOVE FOR THREE ORANGES. April 25, Eve.: Menotti's THE CONSUL. April 26, Mat.: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. April 26, Eve.: Puccini's TOSCA. Prices: \$1.50-\$4.00. Publicity: Phillip Bloom, CH. 4-5185.

Wednesday
April 22 OPENING: "THE PINK ELEPHANT" PLAYHOUSE THEATRE, 137 W. 48TH ST.
Eugene Paul, William I. Kaufman, Blair Walliser will present John G. Fuller's comedy about a politician's speech-writer. Starring: Steve Allen with Howard Smith, Bruce Gordon, Jean Casto, Heywood Hall Brown and Patricia Barry. Director: Harry Ellerbe. Settings: Ralph Alswang. Costumes: Guy Kent. Publicity: Arthur Cantor, LO. 5-1883.

Sunday
April 26
3:30 P.M.-
5:30 P.M. TELEVISION: "HAMLET" NBC-TV CHANNEL 4
The Hallmark Hall of Fame presents Maurice Evans' television debut in a two-hour production of "Hamlet", with Ruth Chatterton, Joseph Schildkraut, Sarah Churchill, Barry Jones. Executive producer and director: Albert McCleery. NBC-TV Publicity: Alec Nyary, CI. 7-8300.

Wednesday
April 29 OPENING: "MASQUERADE" ALVIN THEATRE, 250 W. 52ND STREET
Ben Tomkins and Alvin Cooperman will present a romantic comedy by L. S. Birchard and Jeroam Stagg. Starring: Veronica Lake, Charles Korvin and Lisa Ferraday. Director: John Larson. Settings & costumes: John Blankenchip. Publicity: George Ross, BR. 9-5906.

Thursday
April 30 OPENING: "MEN OF DISTINCTION" 48TH ST. THEATRE, 158 WEST 48TH STREET
Chandler Cowles and Martin Gabel present Richard Gondon's comedy of politics in the city government with Robert Preston, David Burns, Martin Ritt, Orson Bean. Director: Martin Gabel. Sets & Lighting: David Ffolkes. Publicity: Richard Maney, WI. 7-6939.

Tuesday
May 5 PREMIERE: "THE JUGGLER" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
A Columbia Pictures release of a Stanley Kramer production about a former vaudeville artist. Starring: Kirk Douglas with Milly Vitale. Director: Edward Dmytryk. Columbia Publicity: Hortense Schorr, CI. 5-5000.

Thursday
May 7 OPENING: "CAN-CAN" SHUBERT THEATRE, 227 W. 44TH STREET
Feuer and Martin will present a musical comedy, with music by Cole Porter and book and direction by Abe Burrows. Starring: Lilo, Peter Cookson, with Hans Conried, Gwen Verdon and Erik Rhodes. Settings and lighting: Jo Mielziner. Costumes: Motley. Publ.: Karl Bernstein, CI. 6-0427.

Thursday
May 28 OPENING: "ME AND JULIET" MAJESTIC THEATRE, 44 ST. W. OF B'WAY
Rodgers and Hammerstein will present their new musical play with Isabel Bigley, Bill Hayes, Joan McCracken, Ray Walson, Mark Dawson, Jackie Kelk. Director: George Abbott. Scenery & lighting: Jo Mielziner. Costumes: Irene Sharaff. Publicity: Michael Mok, MU. 7-5927.